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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

100

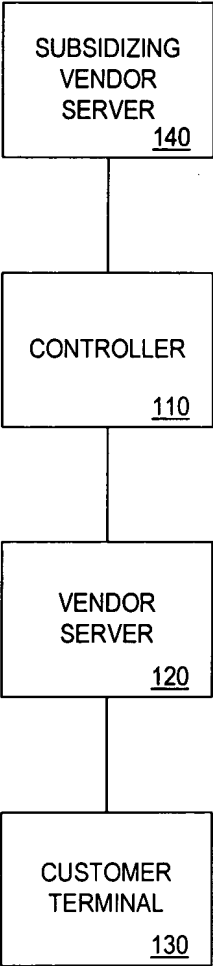


FIG. 1A

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

033199 042328

150

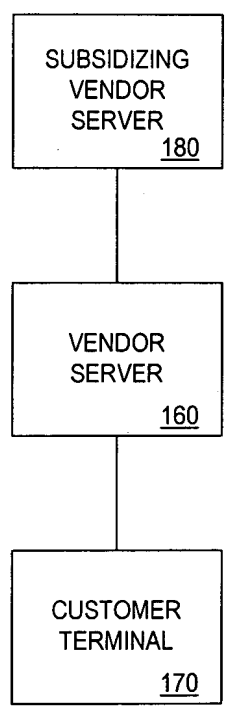


FIG. 1B

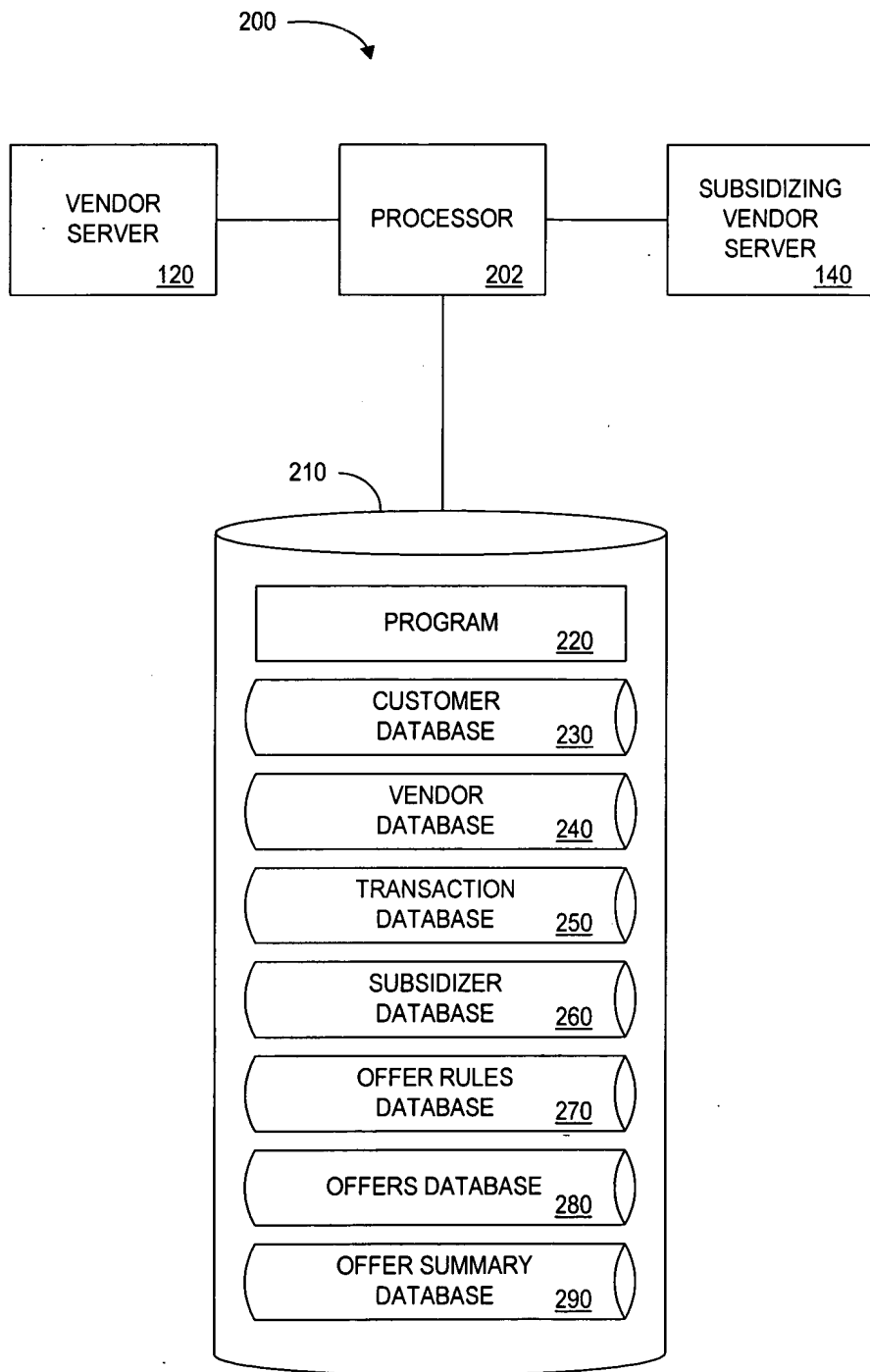


FIG. 2

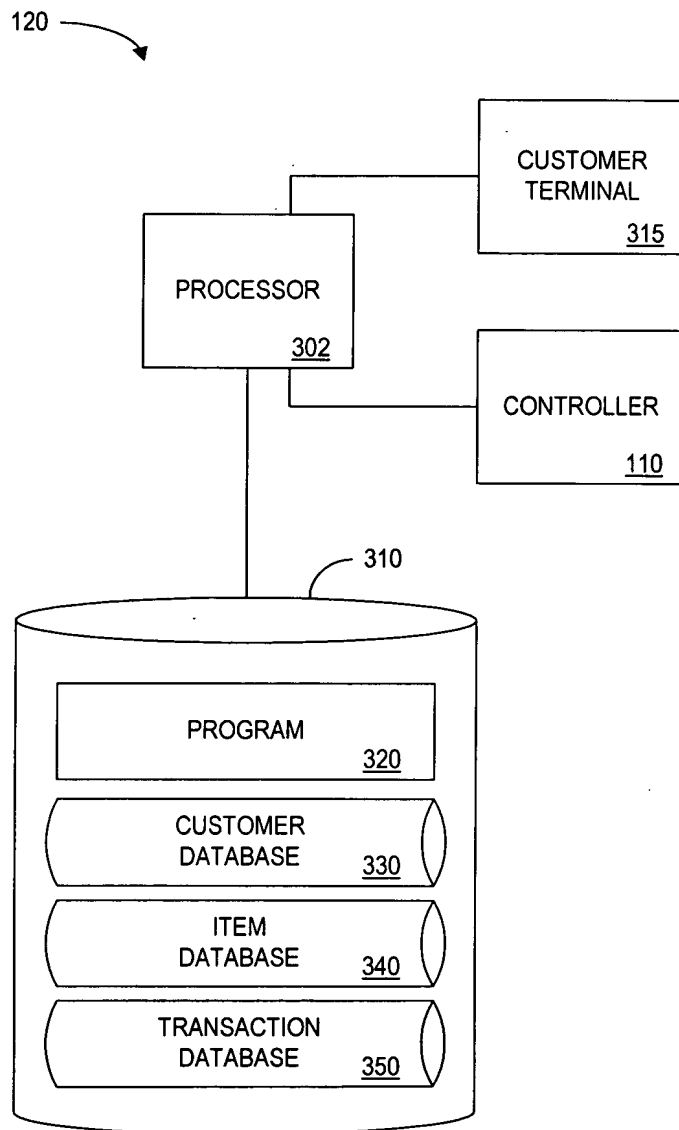


FIG. 3

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

400

| 402 | CUSTOMER IDENTIFIER 420 | NAME 422 | BILLING ADDRESS 424 | CREDIT CARD INFORMATION 426 | E-MAIL 428 |
|-----|----------------------------|-------------|------------------------|--------------------------------|-------------------|
| 404 | C0001 | DAN MANN | 123 MAIN ST. | VISA 1111-1111-1111-1111 | DMANN@ISP.COM |
| 406 | C0002 | STEVE DAVIS | 3 RIVERPLACE ROAD | AMEX 4444-5555-6666-3333 | SDAVIS@SCHOOL.EDU |
| 408 | C0003 | JEFF SMITH | 2 THRUSH LANE | DIS 2222-3333-4444-7777 | SMITH@WEBTV.COM |
| | C0004 | GEORGE ALAN | 15 LAUREL AVENUE | VISA 1111-4444-8888-3333 | ALAN@WORK.COM |

FIG. 4

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

500

| | | | | |
|-----|--------------------------|--------------------|------------------------------|------------------------------|
| 502 | VENDOR IDENTIFIER 520 | VENDOR NAME 522 | VENDOR E-MAIL ADDRESS 524 | AMOUNT OWED TO VENDOR 526 |
| 504 | V001 | VENDOR X | X@X.COM | \$0.00 |
| 506 | V002 | VENDOR Y | Y@Y.COM | \$100.00 |
| 508 | V003 | VENDOR Z | Z@Z.COM | \$987.13 |
| | V004 | VENDOR Q | Q@Q.COM | \$45.00 |

FIG. 5

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

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600

| TRANSACTION IDENTIFIER 620 | TIME OF TRANSACTION 622 | ITEMS ORDERED 624 | CREDIT CARD INFORMATION 626 | AMOUNT CHARGED 628 | DELIVERY ADDRESS 630 | CUSTOMER IDENTIFIER 632 |
|----------------------------------|-------------------------------|-------------------------|--|--------------------------|-----------------------------|-------------------------------|
| T 000 001 | 1/4/2001 8:07 AM | P038, P049, P812 | VISA 1111-1111- 1111-1111 EXP. 3/2002 | \$49.87 | 123 MAIN ST. TOWN, USA | NONE |
| T 000 002 | 1/9/2001 9:00 PM | P123 | MASTERCARD 2222-2222- 2222-2222 EXP. 9/2002 | \$0.00 | 9876 PARK AVE. CITY, USA | C1234 |
| T 000 003 | 1/10/2001 3:02 AM | P456, P789, P789 | AMEX 9999-9999- 9999-9999 EXP. 4/2005 | \$0.00 | 24 SHADY LA. TOWN, USA | C5678 |

602

604

606

FIG. 6

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

700

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704
706

| SUBSIDIZING VENDOR IDENTIFIER <u>720</u> | SUBSIDIZING VENDOR NAME <u>722</u> | ACCOUNT <u>724</u> | AMOUNT OWED BY SUBSIDIZING VENDOR <u>726</u> | RANK <u>728</u> |
|---|---|-----------------------------|--|--------------------|
| S001 | CREDIT CARD COMPANY X | BANK ACCOUNT #2345678 | \$855.00 | 1 |
| S002 | LONG DISTANCE TELEPHONE Y | MC 1111-2222- 3333-4444 | \$4,390.00 | 2 |
| S003 | SATELLITE TELEVISION Z | PREPAID BALANCE \$10,500 | \$0 | 3 |

FIG. 7

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

55 FEB 04 22:23:50

800

| OFFER RULE IDENTIFIER | SUBSIDIZING VENDOR IDENTIFIER | CUSTOMER ACTIVITY | SUBSIDY AMOUNT | WHEN EFFECTIVE | ADDITIONAL TRANSACTION REQUIRED |
|-----------------------------|-------------------------------------|--|-------------------|--|---|
| 820 | 822 | 824 | 826 | 828 | 830 |
| R0001 | S11 | PUT ITEMS IN SHOPPING CART | UP TO \$50 | ALWAYS | SIGN UP FOR CREDIT CARD ACCOUNT |
| R0002 | S12 | ACCESS WEB SITE 101 | UP TO \$50 | PURCHASING ITEM P004 | SIGN UP FOR INTERNET ACCESS ACCOUNT |
| R0003 | S12 | ACCESS WEB SITE 102 FROM WEB SITE 103 | \$40 | CREDIT CARD = VISA AND TOTAL PRICE > \$100 | SIGN UP FOR VISA PLUS ACCOUNT |
| R0004 | 213 | READY TO PURCHASE AT LEAST \$100 OF ITEMS | \$100 | CUSTOMER IS FROM A NEW ENGLAND STATE | SIGN UP FOR CELLULAR TELEPHONE SERVICE |
| R0005 | S14 | DOWNLOAD COUPONS FROM A RETAIL KIOSK | \$75 | CUSTOMER DOES NOT HAVE CABLE TELEVISION FROM SERVICE PROVIDER | SIGN UP FOR CABLE TELEVISION |

802
804
806
808
810

FIG. 8

| | | |
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| APPROVED | O.G. FIG. | |
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66 "FEED" 44 23 23 23 23

900

| OFFER IDENTIFIER 920 | TRANSACTION IDENTIFIER 922 | SUBSIDIZING VENDOR IDENTIFIER 924 | OFFER RULE APPLIED 926 | WHEN OFFERED 928 | EXPIRATION DATE 930 | SUBSIDY AMOUNT 932 | TOTAL PRICE 934 | TOTAL PRICE WITH SUBSIDY 936 | WHEN ACCEPTED 938 |
|-------------------------|-------------------------------|--------------------------------------|---------------------------|-----------------------|------------------------|-----------------------|--------------------|---------------------------------|-----------------------|
| F001 | T000000123 | S111 | R1230 | 8:15 AM 1/3/2001 | - | \$50 | \$97.12 | \$47.12 | 8:15 AM 1/3/2001 |
| F002 | T000000456 | S222 | R4561 | 1:01 PM 1/4/2001 | - | \$100 | \$19.95 | \$19.95 | REJECTED |
| F003 | T000000789 | S345 | R7892 | 3:09 PM 1/8/2001 | 11:59 PM 1/15/2001 | \$10 | \$10.00 | \$0 | 11:10 AM 1/14/2001 |
| F004 | T000000109 | S678 | R0123 | 8:00 PM 1/12/2001 | 11:59 PM 1/22/2001 | \$15 | \$15.00 | \$0 | 10:09 AM 1/20/2001 |
| F005 | T000000555 | S901 | R3454 | 12:35 AM 1/12/2001 | 11:59 PM 2/12/2001 | \$75 | \$48.00 | \$0 | OFFER STILL OPEN |

902

904

906

908

910

FIG. 9

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

1000

| SUBSIDIZING VENDOR IDENTIFIER: S888 | | | | 1002 |
|--|--------------------------|-----------------------------------|---------------------------------|------|
| TOTAL NUMBER OF OFFERS: 1,794 | | | | 1004 |
| TOTAL NUMBER OF OFFERS ACCEPTED: 1,003 | | | | 1006 |
| TOTAL AMOUNT OF SUBSIDIES: \$52,800.00 | | | | 1008 |
| OFFER RULE IDENTIFIER 1020 | NUMBER OF OFFERS 1022 | NUMBER OF OFFERS ACCEPTED 1024 | AMOUNT OF SUBSIDIES DUE 1026 | |
| R1111 | 1004 | 500 | \$2,500.00 | |
| R2222 | 790 | 503 | \$50,300.00 | |

1010
1012

FIG. 10

| | | |
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| APPROVED | O.G. FIG. | |
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| DRAFTSMAN | | |

1100

1102

| OFFER RULE IDENTIFIER R 3333 | | | |
|--|------------------------------------|--|-----------------------------------|
| CUSTOMER ACTIVITY <u>1120</u> | NUMBER OF OFFERS <u>1122</u> | NUMBER OF OFFERS ACCEPTED <u>1124</u> | ACCEPTANCE RATE <u>1126</u> |
| 1104 PUT ITEMS IN SHOPPING CART | 87 | 48 | 55% |
| 1106 ACCESS WEB PAGE 9876 | 39 | 19 | 49% |
| 1108 CLICK ON "PRODUCT INFORMATION" BUTTON | 45 | 20 | 44% |

FIG. 11

| | | |
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| APPROVED | O.G. FIG. | |
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| DRAFTSMAN | | |

1200

1202

1204

| ITEM IDENTIFIER <u>1220</u> | ITEM DESCRIPTION <u>1222</u> | ITEM PRICE <u>1224</u> | AVAILABILITY <u>1226</u> |
|-----------------------------------|------------------------------------|------------------------------|-----------------------------|
| P001 | WAR AND PEACE | \$13.95 | IN STOCK |
| P002 | SUN TZU: THE ART OF WAR | \$15.95 | AVAILABLE IN 2-3 DAYS |

FIG. 12

1300

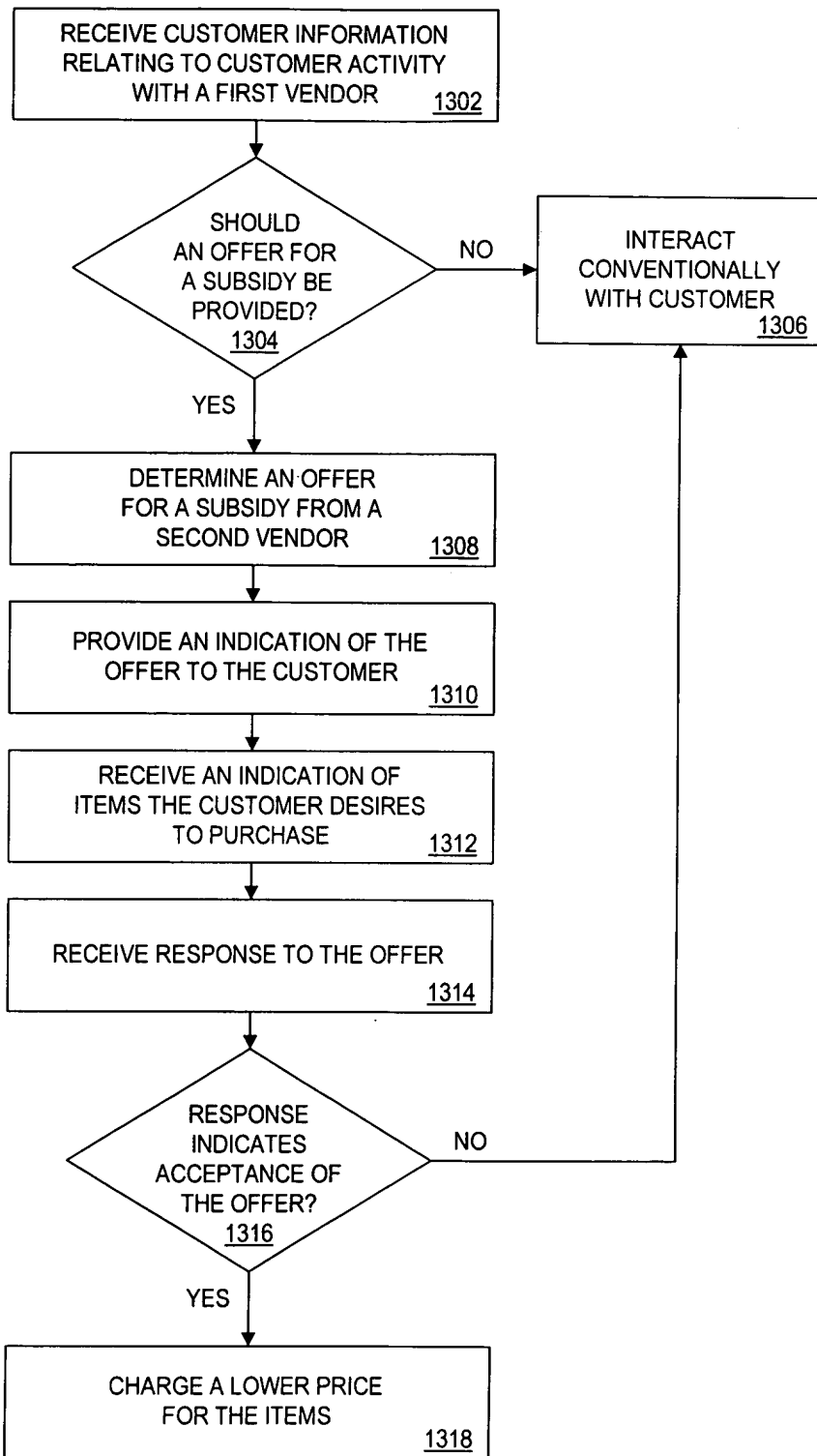


FIG. 13

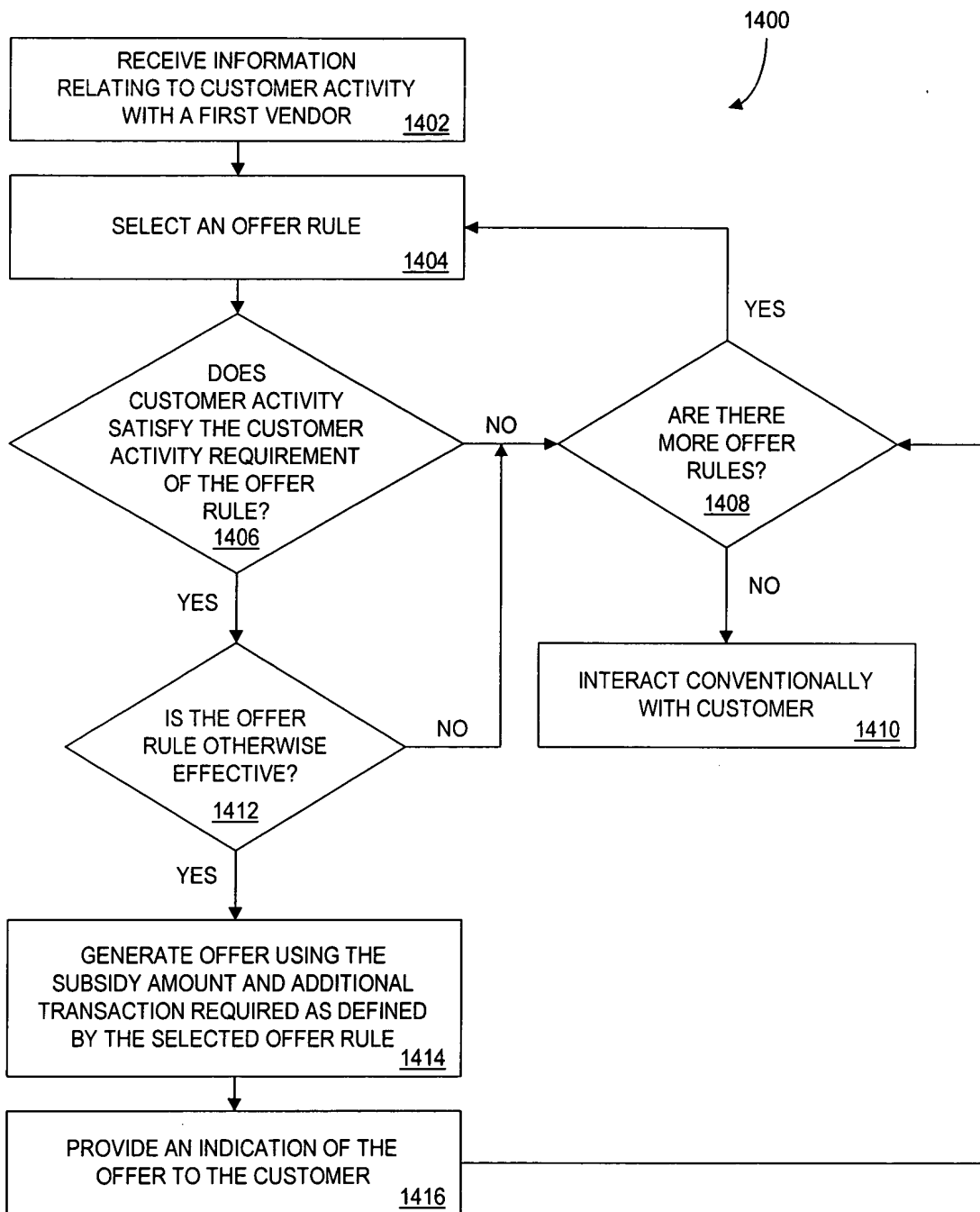


FIG. 14

1500

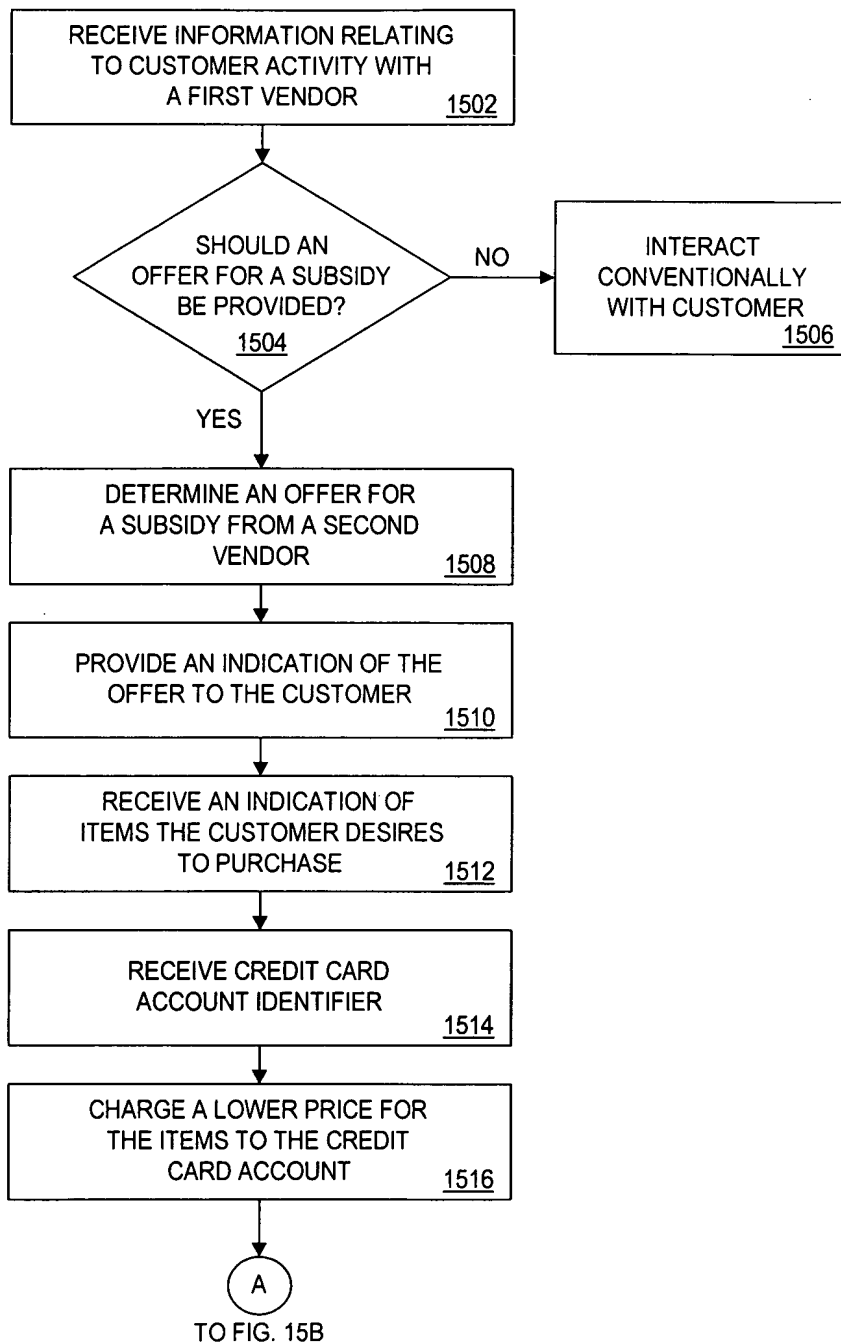


FIG. 15A

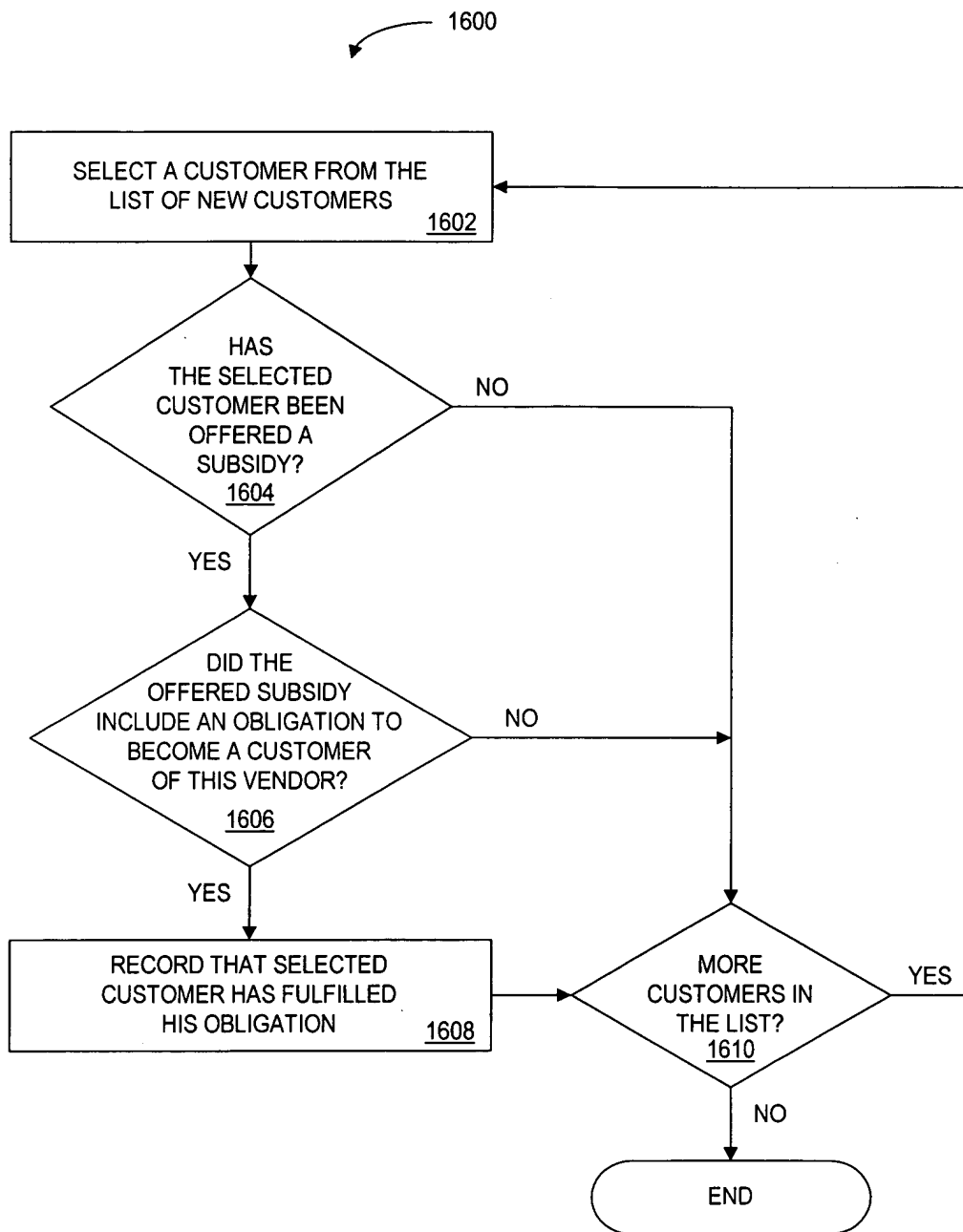


FIG. 16

| | | |
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| APPROVED | O.G. FIG. | |
| BY | CLASS | SUBCLASS |
| DRAFTSMAN | | |

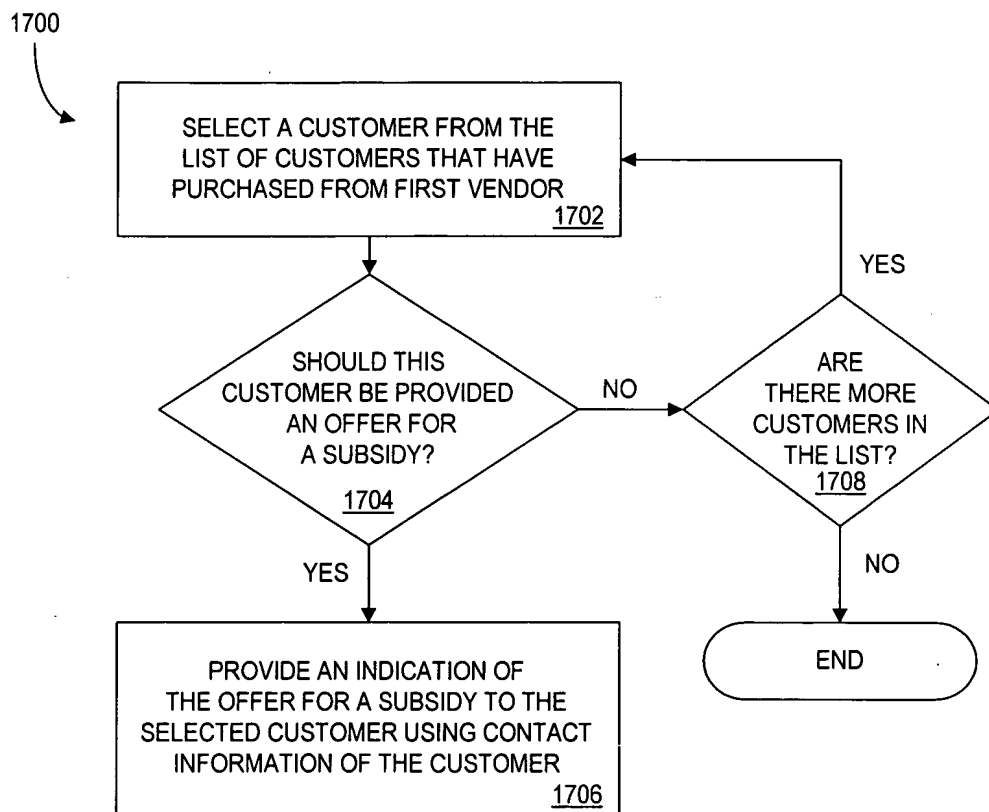


FIG: 17